

Introduction to Business

Consumer Decisions 1

- 1 Describe the stages of wise and unwise buying practices and the process. 1.1
- 2 Classify and examine consumer resources for the collection of information for making buying decisions 1.2
- 3 Explain the government's role in consumer affairs (e.g., Federal Reserve, FDIC, State Attorney General's Office) 1.3
- 4 Compare and contrast the components of a guarantee, warranty, and consumer contract. 1.4
- 5 Differentiate rights and responsibilities of consumers (e.g., following manufacturer's directions, claims process for defective merchandise) 1.5

Economic Awareness 2

- 1 Distinguish between goods and services 2.1
- 2 Examine goods and services as related to the economic problem. 2.2
- 3 Compare and contrast economic systems and their resources. 2.3
- 4 Evaluate the relationship between supply, demand, and price. 2.4
- 5 Interpret the effects of inflation and deflation 2.5
- 6 Describe the four phases of the business cycle 2.6
- 7 Analyze economic indicators (e.g., CPI, unemployment, GNP, GOP) 2.7
- 8 Distinguish the different roles in the economy (e.g., consumers, producers, government). 2.8
- 9 Explain economic interdependence (e.g., importing, exporting) 2.9
- 10 Describe the major elements of the U.S. Economy 2.10

Global Economic Awareness 3

- 1 Describe the influence of international trade on business 3.1
- 2 Explain marketing and its importance on a global economy 3.2
- 3 Describe ethical standards, social and cultural differences of various cultures 3.3

4 Assess the impact of the global economy on consumers 3.4

5 Discuss the impact of globalization on business 3.5

6 Compare and contrast the US dollar to other currencies. 3.6

Entrepreneurship 4

1 Identify the characteristics of an entrepreneur. 4.1

2 Compare one's individual characteristics to those of an entrepreneur 4.2

3 Compare and contrast the rewards and risks of owning a business 4.3

4 Identify the process of starting a business by utilizing a business plan (e.g., description of company, description of service/product, etc) 4.4

Business Operations 5

1 Explain organizational design of businesses (e.g., business ownership, types of businesses, etc.) 5.1

2 Explain the relationship between the essential business functions (e.g., management, marketing, etc) 5.2

3 Evaluate ways technology impacts business. 5.3

4 Demonstrate appropriate standards of customer service 5.4

5 Explain the functions of human resource management 5.5

6 Explain forms of financial exchange (cash, credit, debit, EFT, etc.) 5.6

7 Describe sources of income (sales, interest, rent, dividends, etc.) 5.7

8 Explain the concept of marketing and advertising strategies 5.8

9 Describe the functions of a manager in a business environment (e.g., organize, plan, direct) 5.9

10 Describe different management styles (e.g., coaching, directive) 5.10

Communication and Interpersonal Skills 6

1 Follow and give verbal and written instructions 6.1

2 Employ good listening skills and demonstrate nonverbal communication techniques 6.2

3 Demonstrate Netiquette 6.3

4 Explain how diversity impacts the workplace 6.4

5 Demonstrate use of non-bias language as a communication tool. 6.5

6 Assess appropriate workplace behaviors (e.g., awareness of issues relating to harassment, business etiquette) 6.6

7 Identify and apply the decision-making process to a given situation 6.7

8 Examine unethical conduct and potential consequences 6.8

9 Differentiate between ethical and legal concepts 6.9

10 Demonstrate effective oral presentation skills 6.10

Employability Skills 7

1 Explain why employment is important 7.1

2 Assess individual interests and aptitudes 7.2

3 Relate individual skills and interests to careers 7.3

4 Develop short-term, intermediate and long-term career goals 7.4

5 Complete a job application and other employment documents (Resume, cover letter, W-4, I-9, etc) 7.5

6 Demonstrate interviewing skills 7.6

7 Describe and demonstrate appropriate ways to terminate employment 7.7

Research Skills 8

1 Identify different types of written and digital resources (e.g., websites, blogs, videos, magazines, surveys, journals, personal interviews, podcasts) 8.1

2 Evaluate the credibility of resources 8.2

3 Demonstrate effective research of a given topic 8.3

4 Demonstrate citation of primary and secondary resources 8.4

5 Differentiate between paraphrasing and plagiarizing 8.5
